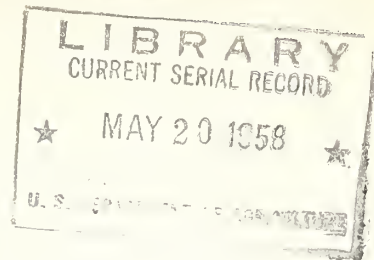


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Household Purchases of

- **FLUID MILK**
- **NONFAT DRY MILK**
- **BUTTER**
- **MARGARINE**

*by Regions and Retail Sales Outlets,
July-September 1957*

**UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Washington, D. C.**

December 1957

HPD-50

PREFACE

This is one in a series of quarterly reports on household purchases of fluid milk, nonfat dry milk, butter, and margarine, by geographic regions and types of retail outlets. This series previously also contained data on household purchases of cheese. The quarterly reports supplement the monthly series, "Household Purchases of Fluid Milk, Nonfat Dry Milk, Butter, and Margarine," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 6,000 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF FLUID MILK, NONFAT
DRY MILK, BUTTER AND MARGARINE, BY REGIONS
AND RETAIL OUTLETS, JULY-SEPTEMBER 1957

: The data in this report are estimates of total purchases :
: by household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets. :
: Data are for 13-week periods. :

FLUID MILK 1/

Total milk: United States household consumers purchased nearly 4 billion quarts of fluid milk (whole and skim) in July-September 1957, a gain of about 200 million quarts or 5 percent over the comparable 1956 period and about 11 percent more than the purchase volume 3 years earlier. Whole milk purchases continued to account for 94 percent of the total volume of fluid milk bought by householders (it was 97 percent in the Northeast).

Fluid milk volume bought for home use was higher this July-September quarter in each of the 5 regions than in the same quarters in 1956 and 1954. 2/ One-third of all fluid milk was purchased in the Northeast where about 28 percent of United States families reside. Consumers bought about 1,900 million quarts or 48 percent of their total fluid milk purchases through home deliveries. Fluid milk purchases were greater than a year earlier in all retail sales outlets. 3/

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ The 5 regional areas are defined as follows: NORTHEAST--New England, Middle Atlantic States, and District of Columbia; NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska, and Kansas; SOUTH--Virginia, West Virginia, North and South Carolina, Georgia, Florida, Alabama, Mississippi, Kentucky, Tennessee, Arkansas, and Louisiana; MOUNTAIN-SOUTHWEST--Montana, Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Oklahoma, and Texas; and PACIFIC--Washington, Oregon, and California. The approximate distribution of the 1956 U. S. population is 28.4 percent in the Northeast, 29.2 percent in the North Central region, 21.6 percent in the South, 10.1 percent in the Mountain-Southwest, and 10.6 percent in the Pacific.

3/ Retail outlets are defined as follows: NATIONAL CHAINS--A&P, Kroger, and Safeway Stores; REGIONAL AND LOCAL CHAINS--Those chains having 4 or more stores (excluding national chains); INDEPENDENT GROCERIES--independently owned stores, groups of stores not in above categories, and voluntary associations of independently owned stores; HOUSE-TO-HOUSE--purchases from milkmen or other wagon salesmen; OTHER--purchases in creameries or dairy stores, roadside stands, department and speciality food stores, and from farmers.

On a per capita basis, purchases of fluid milk during the third quarter of 1957 were slightly under 24 quarts nationally, reflecting gains ranging from a pint to a quart per person in 4 regions compared with the year earlier level. ^{4/} Per capita buying declined fractionally in the Mountain-Southwest region.

Fluid whole milk: Fluid whole milk purchases by consumers during July-September were estimated at 3,741 million quarts, a gain of about 5 percent from July-September 1956 and 11 percent greater than in the comparable period of 1954. ^{5/} Total purchases in all 5 regions also were up from the corresponding quarter in 1956 and 1954. In none of the regions did the change from the level of a year earlier vary greatly from the 5 percent increase observed nationally. However, compared with July-September 1954 gains ranged from 9 percent in the Northeast to 16 percent in the Mountain-Southwest.

The volume of whole milk purchased in half-gallon and gallon containers again increased in all regions from a year earlier; the volume bought in single quarts once more declined. A similar shift occurred between July-September 1954 and 1956.

In July-September 1957, householders bought approximately 1,460 million quarts of whole milk in half-gallon containers, a gain of 292 million quarts or 25 percent over the comparable 1956 level of purchases. The Northeast and North Central regions accounted for two-thirds of the increase. About 43 percent of all United States purchases of whole milk in half-gallon containers was made in the North Central States. In this region, buying of milk in half-gallons in the third quarter 1957 increased nearly 105 million quarts or 20 percent from the comparable quarter of 1956. The greatest percentage gain from the July-September 1956 level was registered in the Northeast where purchases of whole milk in half-gallon units rose 71 percent or about 90 million quarts.

Buying of whole milk in half-gallon containers in the North Central and Mountain-Southwest regions amounted to 53 and 67 percent, respectively; purchases of each region during July-September 1957 reflected gains of about 7 percentage points from the year earlier. In the Northeast, slightly less than 17 percent of total purchases of whole milk was made in half-gallons. The national average was 39 percent.

The quantity of whole milk bought in gallon containers rose from 241 million quarts in July-September 1956 to 273 million quarts in the same quarter this year, a gain of 13 percent. Nearly 2 out of every 3 gallons bought in gallon containers were purchased in the North Central States. The volume purchased in the latter region amounted to 176 million quarts, while it ranged from only 15 to 36 million quarts in the other 4 regions. Sharp gains were registered in the South and Pacific, and especially in the Northeast where gallon-unit purchases increased 81 percent from July-September 1956.

^{4/} Per capita purchases are based on total civilian, non-institutional population.

^{5/} Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

About 2 billion quarts of fluid whole milk were bought by householders in quart-size containers during the third quarter of 1957, a decline of almost 7 percent from a year earlier. Northeasterners accounted for slightly more than half of total United States purchases in single quarts during the quarter. The volume of whole milk bought in quart containers declined in all regions from July-September 1956. Decreases ranged from 3 percent in the Northeast to 15 percent in the Mountain-Southwest.

Purchases of whole milk in single-quart containers continued to overshadow multiple-quart units in the Northeast, South, and Pacific regions during July-September 1957. Single quarts accounted for about 4 of every 5 quarts purchased in the Northeast and slightly more than half of the volume in the South and Pacific. A relatively small quantity of whole milk--8.4 million quarts equivalent--was bought in smaller-than-quart containers in July-September 1957; 63 percent of this quantity was purchased in the Northeast.

Almost half of all whole milk bought by householders in July-September 1957 was obtained through house-to-house delivery, with an additional one-fourth purchased at independent groceries. However, the principal gains in purchases were recorded in chain stores where the volume of whole milk bought rose 18 percent from July-September 1956. In the remaining outlets, buying increased 2 to 3 percent.

Slightly more than two-thirds of the volume of whole milk delivered on a house-to-house basis in July-September 1957 was in quart-size containers. In the other 4 types of outlets, multiple-quart containers predominated, ranging from 56 percent of total purchases in independent stores to 64-66 percent in chain and dairy stores.

The average price paid by householders for whole milk for all container sizes during July-September 1957 was 23.2 cents per quart, up one-half cent from a year earlier and 1.2 cents from the third quarter of 1954. The average price increased in all but the Mountain-Southwest region and in all retail sales outlets from a year earlier. Prices paid ranged from 18.2 cents per quart in "other" outlets (principally dairy stores) to 24.3 cents per quart for home-delivered milk. During July-September 1957, whole milk in quart-size containers averaged nearly 25 cents per quart as compared with 22 and about 19 cents per quart equivalent, respectively, for purchases made in half-gallon and gallon containers.

Fluid skim milk: Household consumers bought 226 million quarts of fluid skim milk items during July-September 1957, the same as in the preceding quarter but about 8 percent more than in the third quarter a year earlier. ^{6/} The major gain was centered in the Mountain-Southwest where purchases rose about 27 percent from 22 million quarts in July-September 1956 to 28 million quarts this year; gains ranging from 8 to 11 percent took place in the Pacific, Southern,

^{6/} Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim drinks.

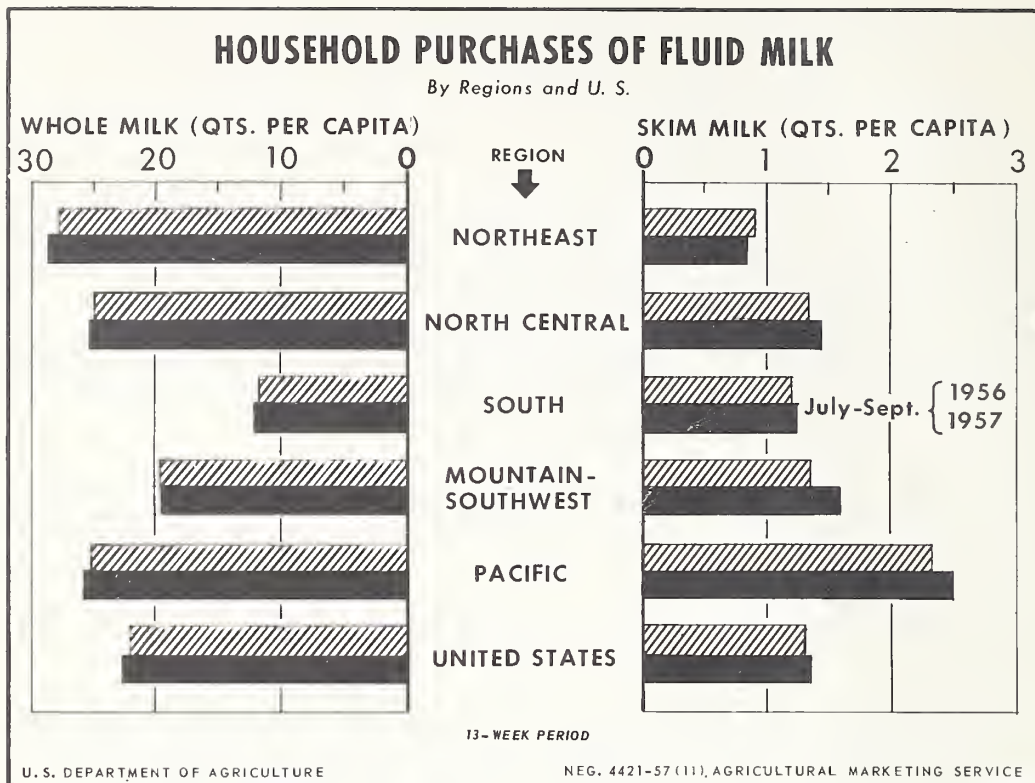


Figure 1

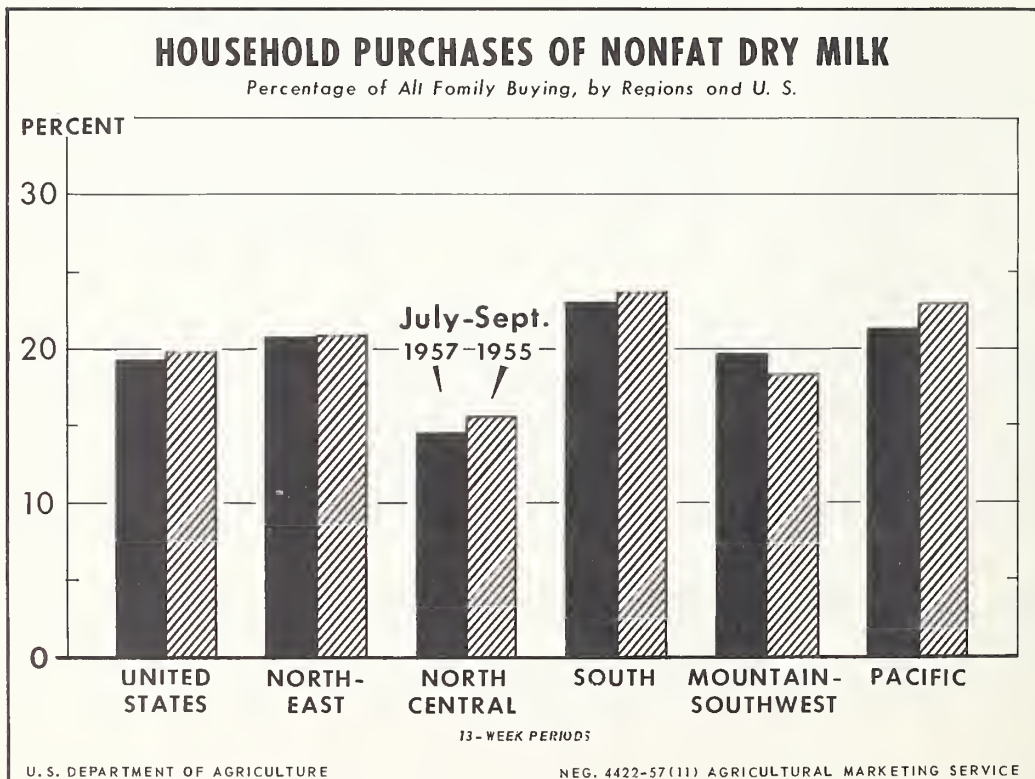


Figure 2

and North Central States. The purchase volume declined about 10 percent in the Northeast, the region showing the greatest gain from a year earlier in the preceding quarter. On a per capita basis, purchases varied from slightly less than 1 quart in the Northeast to $2\frac{1}{2}$ quarts in the Pacific region.

Although house-to-house deliveries of skim items accounted for about 44 percent of total purchases, the July-September 1957 volume purchased in this outlet reflected no change from the level of a year earlier. Householders increased their buying of skim items in "other" outlets (principally dairy stores) by 40 percent and in chain stores by 18 percent; buying increased slightly in independents.

Buying of skim items in single-quart containers continued to dominate July-September 1957 purchases. More than three-fourths of all skim milk was purchased in this fashion during the third quarter 1957, about the same as a year earlier. Even in the Mountain-Southwest and North Central States where buying of whole milk in half-gallon units accounted for more than half of the purchase volume, skim items in half gallons represented only a fourth to a third of the total.

Consumers paid an average of 19 cents a quart for skim milk during July-September 1957, virtually unchanged from a year earlier. Average prices paid ranged from 15.7 cents per quart in the Pacific to 21.3 cents in the Northeast, with the price in the remaining 3 regions approximating the national average.

NONFAT DRY MILK

Approximately 41.4 million pounds of nonfat dry milk were purchased for household use in July-September 1957, almost 6 percent more than in the same quarter in 1955 and about 32 percent more than in the third quarter of 1954. Purchases rose from the level of 2 years earlier in all but the Northeast region. The principal gain was in the Mountain-Southwest where the volume increased about 29 percent to 4.9 million pounds. However, consumers in the South and the Northeast accounted for almost 54 percent of total July-September 1957 purchases.

Associated with the substantial gain in the purchase volume in the Mountain-Southwest was an increase in the proportion of all families buying nonfat dry milk. About 1 out of every 5 families in the region made a purchase of this product during the third quarter of 1957, reflecting a rise of nearly 2 percentage points from 1955. The Mountain-Southwest was the only region where the proportion of buying families rose from the level of July-September 1955. The proportion of buying families ranged from slightly more than 14 percent in the North Central States to 23 percent in the South.

On a per capita basis, buying of nonfat dry milk also reflected the greatest gain in the Mountain-Southwest, increasing 22 percent from the July-September 1955 rate to 0.28 pound per person. This compares with 0.25 pound nationally. Small gains (3 percent) in per capita buying were also registered in the North Central and Southern regions but slight losses occurred in the Northeast and Pacific.

United States household consumers reported a 2-cent-per-pound increase in July-September 1957 from the same quarter 2 years earlier in the average price paid for nonfat dry milk. The principal changes occurred in the Northeast and Pacific States where prices rose from 38.4 to 42.2 cents and from 37.7 to 40.7 cents per pound, respectively; slight price increases were reported in the remaining 3 regions.

During July-September 1957, the average size of purchase of nonfat dry milk per buying family (about 24 ounces nationally) was up in all regions from the third quarter of 1955. The greatest gains during the quarter were scored in the North Central States and Mountain-Southwest where the average size of purchase rose more than a fourth from the earlier period. The frequency of purchase (about 2.9 times per buying family during the quarter) again declined in all regions.

National chains, regional and local chains, and independents each accounted for roughly one-third of the total purchase volume of nonfat dry milk bought during July-September 1957. In comparison with same quarter in 1955, however, total purchases declined 2 percent in independent groceries but rose almost 11 percent in chain stores. Prices paid by householders at independents averaged 43.6 cents per pound compared with 41.6 cents in regional and local chains and 39 cents in national chains.

BUTTER

Householders bought about 204 million pounds of butter in July-September 1957, down slightly from the volume purchased in the same quarter of 1956, the first decline from a prior quarter in this series beginning April-June 1954. Compared with the 1956 level, purchases of butter in July-September 1957 were up 12 percent in the Mountain-Southwest, 4 percent in the Northeast, and 2 percent in the South, but were down 9 and 3 percent, respectively, in the Pacific and North Central regions. A $2\frac{1}{2}$ million pound decline in consumers' purchases in the North Central region was offset by increased buying in the Northeast; these 2 regions continued to dominate the butter purchase picture. More than three-fourths of all butter bought for household use in July-September 1957 was obtained in the Northeast and North Central States which contain an estimated 57 percent of United States households.

During July-September 1957, United States consumers purchased an average of 1.23 pounds of butter per person, 3 percent below the level of a year ago and the lowest rate in 2 years. Per capita purchase rates ranged from 0.36 pound in the South to 1.77 pounds in the North Central region. Declines of 5 and 11 percent, respectively, from a year earlier were noted in the North Central and Pacific States. Per capita buying registered a modest increase in the Mountain-Southwest but was virtually unchanged in the other 2 regions.

Householders bought more butter in July-September 1957 than a year earlier in national, regional and local chains, and through home deliveries. In the chain stores, where buying accounted for slightly more than half of all butter

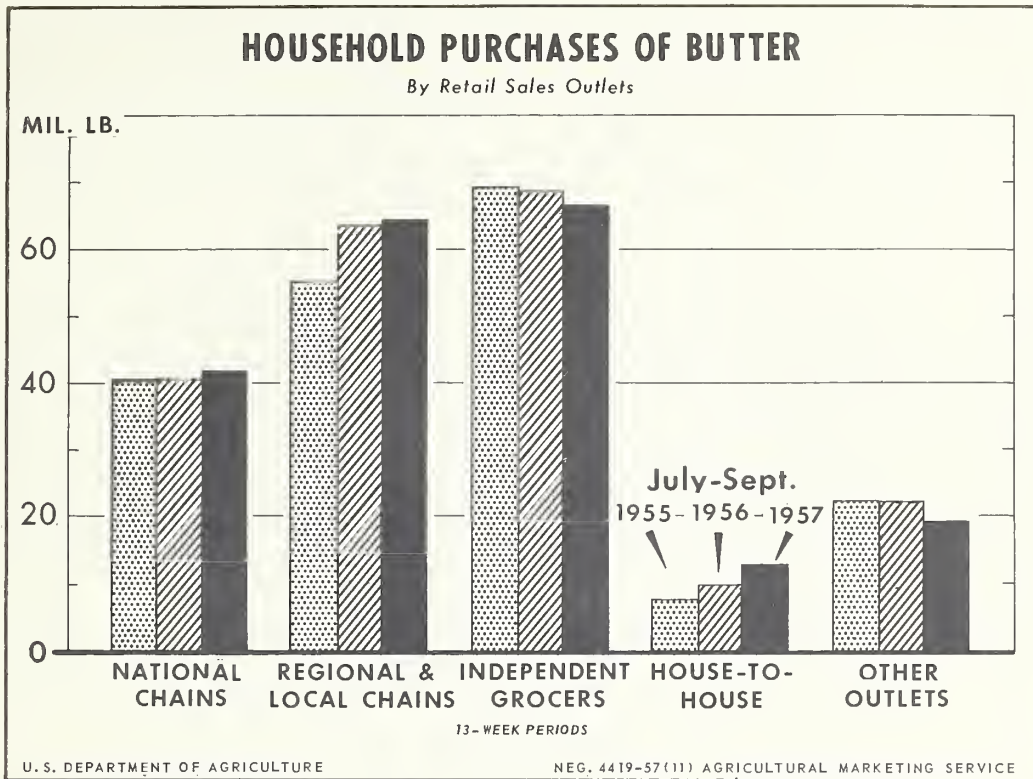


Figure 3

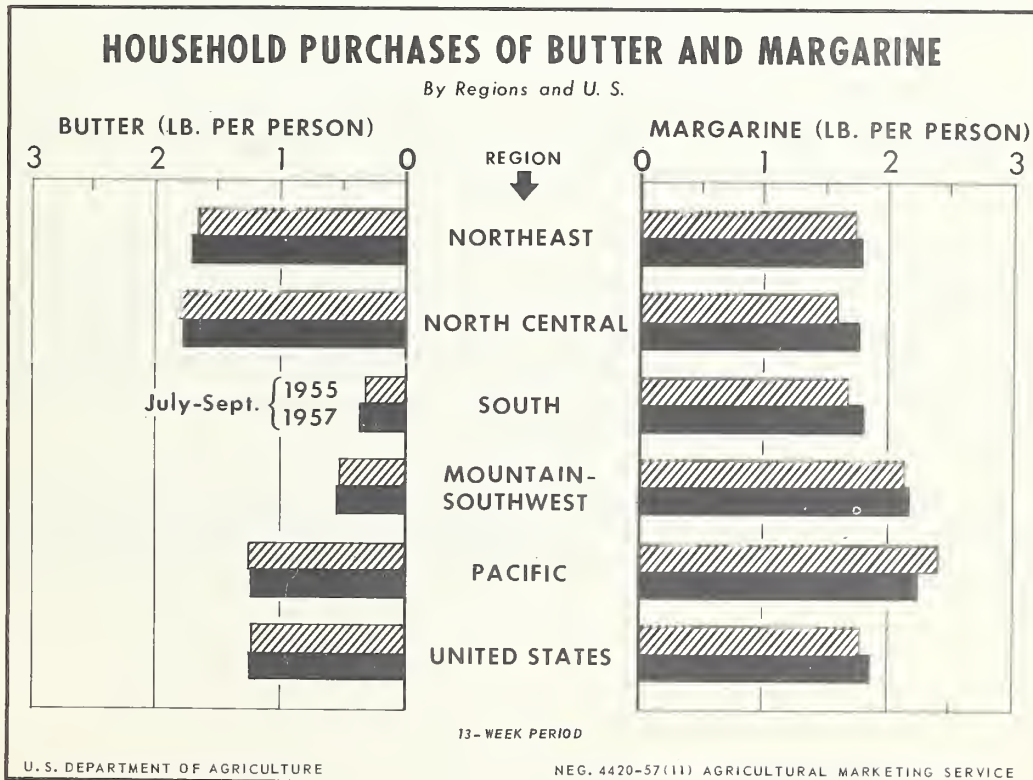


Figure 4

purchases, the volume rose 2 percent. About a third of all butter was bought in independent groceries during July-September 1957; but buying declined slightly more than 3 percent in this outlet. Compared with July-September 1954, chain-store purchases of butter rose about 17 percent, while buying at independents remained virtually unchanged. Home deliveries and purchases of butter at "other" outlets increased 26 percent and decreased 14 percent, respectively, from July-September 1956. But the quantity bought in this fashion represented less than one-sixth of total purchases.

Prices paid by householders for butter during the third quarter of 1957 were higher in all regions and in all retail sales outlets than in any prior July-September period in this series. Regionally, average prices paid ranged from 68.4 cents per pound in the North Central States to 74.1 cents in the Mountain-Southwest. The United States average price at 70.3 cents per pound in July-September 1957 reflected a 1.6 cents per pound increase over the 1956 price. However, Pacific States' consumers paid nearly 3 cents per pound more than in July-September 1956. By retail outlets, butter prices paid by householders ranged from 66.5 cents per pound in "other" outlets (including creameries, dairy stores, etc.) to 73.5 cents for home deliveries. In chain stores, consumers paid nearly 70 cents per pound for their July-September 1957 purchases, almost 2 cents lower than the average price paid at independent stores, where the greatest increase from the 1956 level was recorded.

MARGARINE

Total margarine purchases in the 13-week period, July-September 1957, amounted to 309 million pounds, up slightly more than 8 percent from the comparable quarter 2 years earlier. Between these 2 periods, the volume of butter purchases rose almost 5 percent.

The total volume of margarine purchased during July-September 1957 remained virtually unchanged from 2 years earlier in the Pacific States. Buying increased about 7 percent in the Northeast and Mountain-Southwest, 9 percent in the South, and 14 percent in the North Central States.

Nationally, consumer purchases of margarine during July-September averaged nearly 1.9 pounds per person, up almost 5 percent from 2 years earlier. On a per capita basis, buying scored gains in all but the Pacific States, with the greatest increase, nearly 11 percent, registered in the North Central States. Although per capita purchases of margarine, at slightly above 2.2 pounds, declined about 6 percent in the Pacific States from the third quarter 1955, the rate continued to be highest for any region.

Per capita purchases of "table spreads" (butter and margarine only) during July-September 1957 averaged about 3.5 pounds in the Northeast, North Central, and Pacific regions; 2.7 pounds in the Mountain-Southwest; and almost 2.2 pounds in the South.

In the Northeast and North Central States, purchases of margarine accounted for about half of the quantity of the 2 "table spreads" bought per person, while in the Pacific States nearly two-thirds of the purchases consisted of margarine. About 4 of every 5 pounds of "table spreads" purchased was margarine in the South and Mountain-Southwest. Purchases of "table spreads" in the South rose 8 percent on a per capita basis from July-September 1955 compared with a gain of about 3 percent nationally. In the Pacific States where buying of both butter and margarine were off from 2 years ago per capita purchases of "table spreads" declined 5 percent.

The average size of margarine purchases was slightly more than $1\frac{1}{2}$ pounds per buying family during July-September 1957, reflecting small gains in all regions from 2 years earlier. Each purchase of margarine was nearly one-half pound greater than the average size of the butter purchase in the third quarter 1957. Prices paid for margarine averaged 26.1 cents per pound nationally compared with 25 cents 2 years earlier. Advances were registered in all regions and sales outlets. Householders paid the highest price, slightly more than 27 cents per pound, for margarine in the Northeast and North Central States where average prices increased about 2 cents per pound.

In regional and local chains, the most important outlet for margarine, the volume bought rose about 23 percent; in independent groceries, where slightly less margarine was bought in total, purchases increased nearly 3 percent. These 2 types of outlets accounted for 72 percent of the margarine bought. Most of the remainder was purchased in national chain stores. Prices paid for margarine in independents, at 27.7 cents per pound, were about 1 cent higher than in July-September 1955, while prices paid in national and regional-local chains, at 24.7 and 25.4 cents per pound, respectively, reflected increases of about $1\frac{1}{2}$ cents from the earlier level. The lower prices paid at national chains were accompanied by a larger average size of purchase than in other outlets.



Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods

Quarter	Total fluid milk								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	23.92	23.02	22.66	29.59	29.31	29.53	26.80	26.16	25.28
July-Sept.....	23.90	23.30	22.38	29.51	28.60	28.28	26.83	26.31	25.10
Oct.-Dec.....		24.53	23.71		30.13	30.36		27.52	26.63
Jan.-Mar.....		24.63	23.87		30.01	30.23		27.94	27.18
Quarter	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	22.55	21.67	21.53	28.56	28.39	28.65	25.36	24.72	24.21
July-Sept.....	22.54	22.00	21.18	28.66	27.66	27.31	25.39	24.98	23.89
Oct.-Dec.....		23.23	22.59		29.21	29.52		26.17	25.55
Jan.-Mar.....		23.25	22.69		28.98	29.44		26.51	25.98
Quarter	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.37	1.35	1.13	1.03	.92	.88	1.44	1.44	1.07
July-Sept.....	1.36	1.30	1.20	.85	.94	.97	1.44	1.33	1.21
Oct.-Dec.....		1.30	1.12		.92	.84		1.35	1.08
Jan.-Mar.....		1.38	1.18		1.03	.79		1.43	1.20

-Continued

Table 1.--Fluid milk: Household purchases per capita in quart equivalents, U. S. and by regions, 13-week periods (continued)

Quarter	Total fluid milk								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	13.13	11.88	11.51	20.89	19.73	18.97	28.95	27.37	27.11
July-Sept.....	13.31	12.72	12.02	21.04	21.13	18.53	28.23	27.54	27.26
Oct.-Dec.....		13.54	12.48		22.15	20.13		29.07	27.69
Jan.-Mar.....		13.71	12.41		21.67	21.22		29.12	27.83
Quarter	Fluid whole milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	11.89	10.62	10.50	19.53	18.38	17.79	26.54	24.92	24.90
July-Sept.....	12.05	11.52	10.91	19.45	19.77	17.36	25.73	25.21	25.17
Oct.-Dec.....		12.27	11.33		20.84	18.98		26.81	25.77
Jan.-Mar.....		12.42	11.30		20.19	19.83		26.88	25.69
Quarter	Fluid skim milk								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	1.24	1.26	1.01	1.36	1.35	1.18	2.41	2.45	2.21
July-Sept.....	1.26	1.20	1.11	1.59	1.36	1.17	2.50	2.33	2.09
Oct.-Dec.....		1.27	1.15		1.31	1.15		2.26	1.92
Jan.-Mar.....		1.29	1.11		1.48	1.39		2.24	2.14

Table 2.--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,726	3,516	3,400	1,282	1,251	1,225	1,195	1,140	1,091
July-Sept.....	3,741	3,555	3,370	1,296	1,221	1,188	1,196	1,149	1,080
Oct.-Dec.....		3,787	3,621		1,306	1,292		1,214	1,173
Jan.-Mar.....		3,820	3,639		1,304	1,280		1,243	1,185
		14,678	14,030		5,082	4,985		4,746	4,529
	South			Mountain-Southwest			Pacific		
Apr.-June.....	467	417	398	333	309	290	449	399	396
July-Sept.....	472	444	413	338	321	292	438	420	397
Oct.-Dec.....		475	431		346	318		447	407
Jan.-Mar.....		481	441		340	324		453	409
Total		1,817	1,683		1,316	1,224		1,719	1,609

Table 3.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.9	22.3	21.7	24.7	23.5	23.2	20.7	20.6	19.5
July-Sept.....	23.2	22.7	22.0	25.2	24.1	23.8	20.9	20.8	19.7
Oct.-Dec.....		23.1	22.4		24.8	24.3		21.1	20.0
Jan.-Mar.....		23.3	22.2		25.1	24.2		21.1	19.8
	South			Mountain-Southwest			Pacific		
Apr.-June.....	24.5	24.1	23.6	23.2	22.8	22.2	21.8	20.9	21.0
July-Sept.....	24.6	24.4	23.5	23.4	23.4	22.4	21.9	21.1	20.9
Oct.-Dec.....		24.6	23.9		23.7	22.7		21.8	20.8
Jan.-Mar.....		24.6	23.9		23.8	22.8		22.0	20.7

Table 4.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	267	226	207	419	368	296	940	906	1,016
July-Sept.....	281	231	193	446	385	283	959	928	1,025
Oct.-Dec.....		261	211		427	314		956	1,057
Jan.-Mar.....		258	237		436	320		965	1,052
Total		976	848		1,616	1,213		3,755	4,150
	House-to-house			All other outlets					
Apr.-June.....	1,843		1,774	1,691		257	242		190
July-Sept.....	1,793		1,753	1,660		262	258		209
Oct.-Dec.....			1,878	1,816			264		223
Jan.-Mar.....			1,907	1,811			254		219
Total			7,312	6,978			1,018		841

Table 5.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.1	21.4	21.0	22.1	21.5	21.0	22.5	22.1	21.4
July-Sept.....	22.5	21.8	21.4	22.5	22.1	21.3	22.8	22.4	21.8
Oct.-Dec.....		22.5	22.0		22.5	21.8		22.9	22.1
Jan.-Mar.....		22.7	21.8		22.5	21.7		22.9	21.9
	House-to-house			All other outlets					
Apr.-June.....	24.0		23.1	22.5		19.0	18.7		18.7
July-Sept.....	24.3		23.6	22.7		19.2	18.9		18.9
Oct.-Dec.....			24.1	23.0			19.3		19.0
Jan.-Mar.....			24.2	22.9			19.4		19.0

Table 6.--Fluid whole milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	264.5	234.0	193.9	26.0	16.8	8.5	170.4	165.0	147.9
July-Sept.....	273.3	241.0	183.0	36.0	19.9	6.5	175.7	170.7	139.8
Oct.-Dec.....		266.1	210.1		23.9	9.2		186.4	160.4
Jan.-Mar.....		263.7	233.3		23.8	9.5		175.8	178.5
Total		1,004.8	820.3		84.4	33.7		697.9	626.6
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1,368.8	1,063.6	660.5	187.4	109.4	28.7	595.3	503.4	367.3
July-Sept.....	1,460.5	1,168.0	682.4	217.9	127.4	29.8	632.1	527.3	374.4
Oct.-Dec.....		1,301.6	778.7		161.0	32.2		570.0	423.0
Jan.-Mar.....		1,358.1	834.1		172.2	40.1		603.0	444.2
Total		4,891.3	2,955.7		570.0	130.8		2,203.7	1,608.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	2,087.5	2,215.3	2,544.4	1,064.9	1,122.7	1,187.5	428.3	471.5	574.9
July-Sept.....	1,998.7	2,143.7	2,502.9	1,037.2	1,071.8	1,151.6	386.8	450.8	565.2
Oct.-Dec.....		2,216.7	2,629.1		1,119.9	1,250.3		456.7	589.2
Jan.-Mar.....		2,194.9	2,563.1		1,106.2	1,230.7		463.0	561.7
Total		8,770.6	10,244.5		4,420.6	4,820.1		1,842.0	2,291.0
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	28.0	17.3	10.4	23.3	22.5	18.3	16.8	12.4	8.8
July-Sept.....	25.7	19.1	10.2	20.6	19.6	17.1	15.3	11.7	9.4
Oct.-Dec.....		22.9	10.4		20.0	20.7		12.9	9.4
Jan.-Mar.....		24.9	15.3		24.0	21.7		15.2	8.3
Total		84.2	46.3		86.1	77.8		52.2	35.9
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	198.7	146.2	53.3	215.8	183.3	126.5	171.6	121.3	84.7
July-Sept.....	209.3	168.8	65.8	226.5	194.2	131.4	174.7	150.3	81.0
Oct.-Dec.....		187.9	85.4		212.7	144.7		170.0	93.4
Jan.-Mar.....		196.6	89.2		214.7	155.8		171.6	104.8
Total		699.5	293.7		804.9	558.4		613.2	363.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	240.0	252.8	334.3	94.0	102.7	145.1	260.3	265.6	302.6
July-Sept.....	236.4	256.0	336.4	90.8	106.9	143.3	247.5	258.2	306.4
Oct.-Dec.....		263.8	334.0		113.0	152.3		263.3	303.3
Jan.-Mar.....		258.9	334.1		100.7	146.5		266.1	295.1
Total		1,031.5	1,338.8		423.3	587.2		1,053.2	1,207.4

Table 7.--Fluid whole milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.4	18.3	17.0	17.2	15.4	14.1	18.6	18.8	17.2
July-Sept.....	18.8	18.4	17.1	18.4	16.8	14.9	18.8	18.7	17.3
Oct.-Dec.....		18.6	17.8		17.5	15.1		18.9	17.9
Jan.-Mar.....		18.8	17.8		18.1	14.1		18.9	17.9
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	21.7	21.2	19.9	22.9	21.5	20.8	20.2	20.1	18.9
July-Sept.....	22.0	21.5	20.1	23.6	22.0	21.4	20.5	20.4	19.1
Oct.-Dec.....		22.0	20.6		23.3	22.2		20.7	19.6
Jan.-Mar.....		22.1	20.5		23.9	22.0		20.5	19.3
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	24.3	23.3	22.5	25.2	23.9	23.3	22.4	21.8	20.5
July-Sept.....	24.7	23.7	22.9	25.8	24.5	23.9	22.4	22.1	20.8
Oct.-Dec.....		24.4	23.2		25.2	24.5		22.6	20.9
Jan.-Mar.....		24.5	23.2		25.5	24.3		22.6	20.8
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	17.7	17.6	15.8	19.5	18.5	18.4	18.3	16.8	15.4
July-Sept.....	18.9	17.2	14.7	19.9	19.3	18.7	18.9	17.9	15.2
Oct.-Dec.....		17.6	19.9		18.8	18.6		17.6	15.0
Jan.-Mar.....		18.1	18.2		20.0	18.7		17.9	16.3
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	23.9	22.9	21.3	23.2	23.2	21.9	21.2	20.1	20.0
July-Sept.....	24.1	23.4	21.1	23.4	23.6	22.2	21.3	20.3	20.0
Oct.-Dec.....		23.7	21.6		23.9	22.8		21.1	19.9
Jan.-Mar.....		23.9	21.8		24.0	22.9		21.3	19.9
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.9	25.2	24.2	24.0	23.1	22.9	22.5	21.5	21.4
July-Sept.....	25.8	25.6	24.2	24.3	23.8	23.0	22.6	21.7	21.3
Oct.-Dec.....		25.8	24.6		24.2	23.2		22.5	21.3
Jan.-Mar.....		25.8	24.7		24.3	23.2		22.7	21.1

Table 8.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.9	8.1	12.7	32.9	23.8	19.8	78.8	62.9	79.2
July-Sept.....	8.3	9.4	9.3	34.1	25.0	16.6	83.8	69.2	74.9
Oct.-Dec.....		10.9	10.7		29.9	18.3		77.6	80.8
Jan.-Mar.....		7.5	13.1		31.7	19.8		78.1	89.3
Total		35.9	45.8		110.4	74.5		287.8	324.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	163.3	123.9	75.1	221.2	163.9	87.8	444.6	365.4	244.5
July-Sept.....	178.2	134.0	75.4	249.6	179.0	91.3	453.1	409.4	253.7
Oct.-Dec.....		152.7	81.2		208.5	101.4		436.8	293.8
Jan.-Mar.....		158.2	92.3		220.1	106.3		449.2	321.8
Total		568.8	324.0		771.5	386.8		1,660.8	1,113.8
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	94.4	93.8	119.2	165.3	180.3	188.1	416.5	477.2	691.3
July-Sept.....	94.1	87.8	108.7	162.4	181.1	175.4	422.0	449.0	695.2
Oct.-Dec.....		97.8	119.3		188.1	193.8		441.7	681.8
Jan.-Mar.....		92.2	131.4		184.5	193.5		437.7	640.9
Total		371.6	478.6		734.0	750.8		1,805.6	2,709.2
	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	83.7	87.9	49.3	60.2	51.3	32.9			
July-Sept.....	87.2	82.8	49.4	59.9	54.6	32.8			
Oct.-Dec.....		92.0	60.4		55.7	39.9			
Jan.-Mar.....		91.3	75.1		55.1	36.0			
Total		354.0	234.2		216.7	141.6			
	Half-gallon								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	446.9	328.4	207.9	92.8	82.0	45.2			
July-Sept.....	475.8	354.5	206.9	103.8	91.1	55.1			
Oct.-Dec.....		407.3	235.0		96.3	67.3			
Jan.-Mar.....		439.7	246.5		90.9	67.2			
Total		1,529.9	896.3		360.3	234.8			
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	1,311.5	1,357.8	1,433.8	99.8	106.2	112.0			
July-Sept.....	1,227.2	1,315.4	1,403.2	93.0	110.4	120.4			
Oct.-Dec.....		1,378.7	1,519.3		110.4	114.9			
Jan.-Mar.....		1,375.8	1,489.0		104.7	113.3			
Total		5,427.7	5,845.3		431.7	460.6			

Table 9.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.3	16.5	17.1	17.7	16.8	16.7	18.3	18.1	16.7
July-Sept.....	18.6	17.7	17.8	18.8	17.4	16.8	18.5	18.5	16.7
Oct.-Dec.....		18.7	18.0		18.1	17.7		18.5	17.4
Jan.-Mar.....		18.5	17.9		18.4	17.7		18.5	17.4
Half-gallon size									
Apr.-June.....	21.3	20.9	19.7	21.4	20.9	19.6	21.7	21.5	20.0
July-Sept.....	21.7	21.2	19.9	21.9	21.5	19.9	22.0	21.8	20.3
Oct.-Dec.....		21.7	20.6		21.8	20.5		22.2	20.8
Jan.-Mar.....		21.9	20.3		21.8	20.3		22.2	20.6
Quart size									
Apr.-June.....	23.9	22.5	22.2	23.7	22.7	22.1	24.1	23.2	22.4
July-Sept.....	24.5	23.3	22.8	24.1	23.3	22.5	24.5	23.6	22.9
Oct.-Dec.....		24.2	23.4		23.9	22.9		24.2	23.3
Jan.-Mar.....		24.5	23.1		24.0	22.8		24.4	23.2
Gallon size									
House-to-house					All other outlets				
	1957-58	1956-57	1954-55		1957-58	1956-57	1954-55		
Apr.-June.....	20.5	20.2	19.2		16.1	16.2	14.7		
July-Sept.....	20.6	20.1	19.0		16.7	16.5	15.0		
Oct.-Dec.....		20.1	20.0			16.4	15.4		
Jan.-Mar.....		20.4	19.3			16.7	15.8		
Half-gallon size									
Apr.-June.....	22.6	21.9	20.6		18.7	18.0	17.7		
July-Sept.....	22.9	22.4	20.7		18.9	17.8	17.7		
Oct.-Dec.....		22.8	21.1			18.6	18.1		
Jan.-Mar.....		22.9	21.0			18.7	17.9		
Quart size									
Apr.-June.....	24.8	23.6	22.9		21.0	20.5	20.3		
July-Sept.....	25.1	24.1	23.1		21.4	20.9	20.5		
Oct.-Dec.....		24.7	23.4			21.3	20.7		
Jan.-Mar.....		24.9	23.4			21.4	20.6		

Table 10.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	219	179	46	41	38	68	67	48
July-Sept.....	226	210	191	38	42	42	68	61	54
Oct.-Dec.....		212	180		41	37		62	50
Jan.-Mar.....		226	190		46	35		67	55
Total		867	740		170	152		257	207
	South			Mountain-Southwest			Pacific		
Apr.-June.....	48	49	39	23	23	19	41	39	35
July-Sept.....	50	46	42	28	22	20	42	39	33
Oct.-Dec.....		49	44		22	19		38	30
Jan.-Mar.....		50	43		25	23		38	34
Total		194	168		92	81		154	132

Table 11.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.0	18.5	18.5	20.7	19.6	20.1	19.5	19.4	18.5
July-Sept.....	19.0	18.8	18.9	21.3	20.3	20.8	19.4	19.6	18.6
Oct.-Dec.....		19.3	18.9		21.0	20.8		19.8	19.0
Jan.-Mar.....		19.4	18.6		21.2	20.7		19.7	18.7
	South			Mountain-Southwest			Pacific		
Apr.-June.....	19.4	18.8	18.7	19.5	19.2	18.7	15.5	15.0	16.4
July-Sept.....	19.1	19.2	18.2	19.4	19.3	19.4	15.7	15.1	17.3
Oct.-Dec.....		19.6	18.5		19.8	20.3		15.7	16.2
Jan.-Mar.....		19.8	18.4		19.7	20.0		15.7	15.6

Table 12.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	19	17	13	38	32	19	51	54	56
July-Sept.....	21	18	14	38	32	21	52	49	59
Oct.-Dec.....		18	15		32	18		47	56
Jan.-Mar.....		18	16		37	20		52	60
Total		71	58		133	78		202	231
	House-to-house						All other outlets		
Apr.-June.....		103	101	81		15	14	10	
July-Sept.....		100	100	84		14	10	13	
Oct.-Dec.....			102	78			13	13	
Jan.-Mar.....			106	78			13	16	
Total			409	321			50	52	

Table 13.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	17.7	18.0	17.8	17.1	17.4	19.4	18.8	18.7
July-Sept.....	18.2	18.1	18.6	17.6	17.8	17.4	19.8	18.9	19.5
Oct.-Dec.....		18.9	18.7		18.4	18.2		19.6	19.1
Jan.-Mar.....		18.9	17.7		18.3	17.7		19.8	19.0
	House-to-house						All other outlets		
Apr.-June.....		19.9	19.4	19.2		14.9	14.8	15.0	
July-Sept.....		19.9	19.6	19.4		14.5	14.7	14.5	
Oct.-Dec.....			20.0	19.5			14.8	15.6	
Jan.-Mar.....			20.0	19.3			15.8	15.6	

Table 14.--Fluid skim milk: Household purchases, U. S. and by regions, by size of container, 13-week periods

	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	7.4	8.1	7.1	1.2	0.9	0.8	1.8	2.7	2.2
July-Sept.....	8.4	6.4	8.7	1.7	1.1	.9	2.0	2.8	3.1
Oct.-Dec.....		6.1	5.9		1.1	.3		2.3	2.1
Jan.-Mar.....		6.5	6.3		1.1	1.1		1.3	1.8
Total		27.1	28.0		4.2	3.1		9.1	9.2
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	45.5	40.9	14.2	1.0	0.7	1.0	16.8	12.0	3.4
July-Sept.....	45.7	41.4	16.4	1.1	1.1	1.1	15.8	10.9	3.6
Oct.-Dec.....		44.1	15.0		1.4	.4		14.3	1.9
Jan.-Mar.....		47.3	21.7		.8	.2		16.7	3.2
Total		173.7	67.3		4.0	2.7		53.9	12.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	172.9	169.2	157.2	43.8	39.1	36.0	48.9	51.6	42.5
July-Sept.....	171.1	161.5	165.4	35.5	39.4	40.0	49.7	47.2	47.6
Oct.-Dec.....		161.5	158.4		38.6	35.8		45.7	45.6
Jan.-Mar.....		172.2	161.1		44.3	32.9		49.3	49.9
Total		664.4	642.1		161.4	144.7		193.8	185.6
	Gallon size								
	South			Mountain-Southwest			Pacific		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3.1	3.1	1.9	1.1	1.3	1.9	0.2	0.1	0.3
July-Sept.....	3.3	2.1	3.3	1.4	.4	1.4	1/	1/	--
Oct.-Dec.....		1.8	2.2		.7	1.1		.2	.2
Jan.-Mar.....		2.8	1.9		1.0	1.5		.3	--
Total		9.8	9.3		3.4	5.9		.6	.5
	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	11.2	11.1	3.1	9.6	9.1	3.2	6.9	8.0	3.5
July-Sept.....	11.1	11.7	4.5	9.5	10.4	3.9	8.2	7.3	3.3
Oct.-Dec.....		12.7	4.9		10.0	4.7		5.7	3.1
Jan.-Mar.....		13.8	5.9		10.1	7.2		5.9	5.2
Total		49.3	18.4		39.6	19.0		26.9	15.1
	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	34.1	35.0	33.1	12.5	12.3	14.2	33.6	31.2	31.4
July-Sept.....	35.0	32.0	33.8	16.7	11.3	14.3	34.2	31.4	29.7
Oct.-Dec.....		34.4	36.6		11.1	13.5		31.7	26.9
Jan.-Mar.....		33.4	35.4		13.7	14.1		31.5	28.8
Total		134.8	138.9		48.4	56.1		125.8	116.8

1/ Less than .1

Table 15.--Fluid skim milk: Prices paid by householders, U. S. and by regions, by size of container, 13-week periods (per quart equivalent)

Quarter	Gallon size								
	United States			Northeast			North Central		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	10.5	11.3	10.9	1/	1/	1/	7.6	10.5	10.5
July-Sept.....	10.6	11.2	9.3	1/	1/	1/	6.9	10.3	8.4
Oct.-Dec.....		12.6	11.5		1/	1/		13.5	12.0
Jan.-Mar.....		12.3	11.8		1/	1/		8.7	11.6
	Half-gallon size								
Apr.-June.....	17.3	16.5	15.7	18.4	12.3	17.0	18.3	18.5	16.7
July-Sept.....	17.1	16.6	16.1	16.6	10.0	14.3	17.9	18.8	16.8
Oct.-Dec.....		17.4	16.7		17.9	16.4		18.3	16.4
Jan.-Mar.....		17.8	16.2		20.9	20.4		18.5	16.6
	Quart size								
Apr.-June.....	19.8	19.3	19.1	20.9	19.9	20.3	20.3	20.0	19.1
July-Sept.....	19.8	19.6	19.6	21.8	20.8	21.1	20.3	20.3	19.4
Oct.-Dec.....		20.0	19.4		21.3	20.8		20.6	19.4
Jan.-Mar.....		20.1	19.2		21.4	20.8		20.4	19.1
	Gallon size								
	South			Mountain-Southwest			Pacific		
Apr.-June.....	10.0	11.9	9.8	13.2	10.6	11.5	1/	1/	1/
July-Sept.....	11.3	11.2	9.0	12.8	12.9	10.0	1/	1/	1/
Oct.-Dec.....		11.2	10.9		11.3	9.7		1/	1/
Jan.-Mar.....		13.6	10.9		11.5	10.6		1/	1/
	Half-gallon size								
Apr.-June.....	17.8	16.8	15.4	18.5	18.7	18.6	12.3	11.0	11.8
July-Sept.....	17.8	16.9	15.7	18.8	18.0	19.5	12.7	11.6	12.3
Oct.-Dec.....		17.6	15.7		18.6	20.5		12.5	12.6
Jan.-Mar.....		18.4	15.3		18.8	20.2		12.5	11.4
	Quart size								
Apr.-June.....	20.8	19.9	19.4	20.8	20.6	19.7	16.2	16.0	17.0
July-Sept.....	20.3	20.5	19.4	20.3	20.7	20.3	16.4	15.9	17.8
Oct.-Dec.....		20.8	19.4		21.4	21.1		16.3	16.7
Jan.-Mar.....		20.9	19.3		20.9	20.9		16.3	16.3

1/ Too few purchases for analysis.

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1/	0.3	1/	0.4	0.8	0.2	1.2	1.8	2.6
July-Sept.....	1/	.1	0.2	.1	.4	.3	1.2	2.0	2.7
Oct.-Dec.....		1/	.6		.4	.2		1.1	1.6
Jan.-Mar.....		1/	.2		.5	.2		1.3	1.1
Total		0.4	1.0		2.1	0.9		6.2	8.0
Quarter	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	8.1	5.3	2.5	11.8	10.4	3.5	11.1	12.0	3.8
July-Sept.....	8.7	6.1	2.3	12.7	10.6	3.0	10.4	10.5	5.3
Oct.-Dec.....		6.2	2.3		11.1	2.7		9.2	5.6
Jan.-Mar.....		6.6	4.0		12.6	4.2		11.3	7.9
Total		24.2	11.1		44.7	13.4		43.0	22.6
Quarter	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.1	11.7	10.8	25.4	20.8	15.5	38.5	40.2	48.9
July-Sept.....	12.3	12.0	11.4	25.7	21.1	17.5	40.6	36.4	50.8
Oct.-Dec.....		11.9	12.1		20.1	14.7		36.7	48.4
Jan.-Mar.....		11.1	12.1		24.1	15.5		39.3	50.6
Total		46.7	46.4		86.1	63.2		152.6	198.7
Quarter	Gallon size								
	House-to-house			All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	2.6	2.5	1.7	3.2	2.7	2.6			
July-Sept.....	3.1	2.5	2.0	4.0	1.4	3.5			
Oct.-Dec.....		2.7	1.1		1.9	2.4			
Jan.-Mar.....		2.7	1.0		2.0	3.8			
Total		10.4	5.8		8.0	12.3			
Quarter	Half-gallon size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	11.4	9.9	3.2	3.1	3.3	1.2			
July-Sept.....	11.1	11.5	4.0	2.8	2.7	1.8			
Oct.-Dec.....		14.1	2.6		3.5	1.8			
Jan.-Mar.....		13.5	3.3		3.3	2.3			
Total		49.0	13.1		12.8	7.1			
Quarter	Quart size								
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
Apr.-June.....	89.2	88.7	76.3	8.7	7.8	5.7			
July-Sept.....	85.3	85.7	77.8	7.2	6.3	7.9			
Oct.-Dec.....		85.2	74.8		7.6	8.4			
Jan.-Mar.....		90.1	73.1		7.6	9.8			
Total		349.7	302.0		29.3	31.8			

1/ Less than .1

Table 17.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week period (per quart equivalent)

Quarter	Gallon size								
	National chains			Regional and local chains			Independent grocers		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	1/	1/	8.9	7.3	11.0
July-Sept.....	1/	1/	1/	1/	1/	1/	10.2	8.1	9.1
Oct.-Dec.....		1/	1/		1/	1/		7.8	9.6
Jan.-Mar.....		1/	1/		1/	1/		8.5	9.7
Half-gallon size									
Apr.-June.....	17.1	14.9	15.4	16.3	14.7	14.5	18.6	18.5	16.9
July-Sept.....	16.2	15.0	15.0	16.2	16.3	13.7	19.0	18.4	17.7
Oct.-Dec.....		16.9	15.2		17.2	15.3		19.6	17.7
Jan.-Mar.....		17.4	13.1		17.1	15.1		19.9	17.7
Quart size									
Apr.-June.....	19.4	18.9	18.6	18.4	18.4	18.1	20.0	19.3	19.1
July-Sept.....	19.6	19.6	19.3	18.2	18.6	18.1	20.2	19.6	20.3
Oct.-Dec.....		19.9	19.4		19.2	18.9		19.9	19.6
Jan.-Mar.....		19.8	19.2		19.1	18.5		20.1	19.4
Gallon size									
House-to-house				All other outlets					
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55			
Apr.-June.....	12.6	14.7	11.9	8.6	9.9	10.0			
July-Sept.....	11.6	14.4	11.2	9.6	9.1	8.0			
Oct.-Dec.....		16.6	12.3		9.5	10.5			
Jan.-Mar.....		15.7	11.9		10.0	12.0			
Half-gallon size									
Apr.-June.....	17.8	17.2	16.6	15.1	15.3	13.3			
July-Sept.....	17.8	16.6	17.0	14.4	13.5	14.5			
Oct.-Dec.....		17.5	19.3		12.9	13.6			
Jan.-Mar.....		17.7	19.3		14.8	14.2			
Quart size									
Apr.-June.....	20.4	19.8	19.4	17.2	15.9	17.5			
July-Sept.....	20.4	20.2	19.8	17.2	16.2	17.4			
Oct.-Dec.....		20.5	19.6		16.9	17.4			
Jan.-Mar.....		20.5	19.4		17.6	17.0			

1/ Too few purchases for analyses.

Table 18.--Nonfat dry milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	41,911	42,120	34,160	10,528	10,630	8,300	9,224	8,260	6,100
July-Sept.....	41,362	39,120	31,400	10,390	10,530	7,990	8,890	8,330	5,260
Oct.-Dec.....		40,310	34,300		9,120	8,940		8,070	5,860
Jan.-Mar.....		42,760	42,710		9,560	10,460		9,220	8,600
Total		164,310	142,570		39,840	35,690		33,880	25,820
Quarter	Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	40.4	39.7	37.7	41.6	39.0	35.9	41.6	41.1	38.2
July-Sept.....	41.3	39.3	36.2	42.2	38.4	35.0	41.7	41.5	35.7
Oct.-Dec.....		39.3	38.9		38.6	37.7		41.6	40.0
Jan.-Mar.....		39.5	40.3		38.9	38.4		40.9	42.6
Quarter	Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.5	35.5	36.0	37.0	34.2	34.4	38.6	35.9	35.5
July-Sept.....	38.1	35.2	34.2	37.3	34.4	32.8	39.2	36.5	33.3
Oct.-Dec.....		36.0	35.5		35.0	34.3		37.1	35.7
Jan.-Mar.....		36.2	35.9		34.7	33.9		36.5	36.3
Quarter	Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	19.8	21.9	17.8	19.7	22.8	17.0	16.8	16.3	13.3
July-Sept.....	19.3	19.8	15.9	20.7	20.8	16.2	14.5	15.6	10.8
Oct.-Dec.....		21.6	19.5		20.9	18.4		17.6	15.5
Jan.-Mar.....		22.6	24.1		21.1	23.3		19.4	20.2

-Continued

Table 18.--Nonfat dry Milk: Household purchases, average price per pound, and percentage of all families buying, U. S. and by regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	12,053	12,590	10,190	4,545	4,600	5,230	5,561	6,040	4,330
July-Sept.....	11,794	11,370	9,330	4,912	3,810	4,540	5,376	5,080	4,280
Oct.-Dec.....		12,630	9,670		4,760	4,890		5,730	4,940
Jan.-Mar.....		12,670	13,010		5,540	5,000		5,770	5,640
Total		49,260	42,200		18,710	19,660		22,620	19,190
	Average price per pound for all purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	39.7	40.0	38.7	38.5	38.9	38.4	39.0	38.9	36.9
July-Sept.....	41.1	39.5	37.0	39.7	38.4	37.2	40.7	37.7	36.3
Oct.-Dec.....		39.5	39.3		38.3	39.3		37.5	38.4
Jan.-Mar.....		39.9	40.4		38.5	40.1		38.0	40.5
	Average price per actual 1-pound unit purchases								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	37.4	36.2	36.6	36.5	35.8	37.3	34.9	35.9	37.4
July-Sept.....	37.9	35.3	35.0	37.2	35.1	35.8	38.6	34.2	35.5
Oct.-Dec.....		36.1	35.5		36.2	36.3		35.0	37.8
Jan.-Mar.....		36.7	36.7		35.5	36.9		37.1	37.4
	Percentage of all families buying								
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Apr.-June.....	23.3	27.5	22.9	19.7	19.8	20.0	21.5	26.5	20.3
July-Sept.....	23.0	23.7	20.1	19.8	18.3	17.3	21.3	22.9	19.5
Oct.-Dec.....		27.4	23.7		23.0	22.5		22.1	22.2
Jan.-Mar.....		28.2	29.4		22.8	22.9		24.7	27.5

Table 19.--Nonfat dry milk: Purchases per 1,000 capita, average size of purchase, and purchases per buying family, U. S. and by regions, 13-week periods

Quarter	Purchases per 1,000 population								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	253.6	260.7	216.3	234.6	241.3	194.2	195.8	178.5	135.5
July-Sept.....	249.3	244.2	197.3	229.7	242.1	183.7	188.7	182.4	116.3
Oct.-Dec.....		250.0	214.0		206.2	204.3		175.3	127.7
Jan.-Mar.....		265.1	266.3		217.4	240.5		200.7	188.5
	Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.9	20.0	21.4	21.6	18.9	21.8	22.5	17.9	19.2
July-Sept.....	23.9	20.5	22.8	21.1	21.0	22.4	23.9	18.9	20.9
Oct.-Dec.....		21.5	20.4		19.4	21.0		18.3	16.7
Jan.-Mar.....		21.4	18.8		19.4	18.6		20.0	16.1
	Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	2.86	3.17	3.16	2.86	2.94	2.93	2.68	3.13	2.65
July-Sept.....	2.87	3.17	3.03	2.72	2.86	2.85	2.79	3.14	2.52
Oct.-Dec.....		2.86	2.86		2.66	2.73		2.76	2.55
Jan.-Mar.....		2.91	3.12		2.73	2.90		2.63	2.97
	Purchases per 1,000 population								
	South			Mountain-Southwest			Pacific		
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	306.9	323.9	268.7	266.3	280.4	320.8	328.5	378.9	272.2
July-Sept.....	301.0	293.3	246.4	282.4	231.4	270.2	315.8	321.2	271.6
Oct.-Dec.....		325.9	253.9		291.2	292.3		361.3	312.7
Jan.-Mar.....		328.7	333.5		327.0	305.7		362.0	354.8
	Average size of purchase per buying family								
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	23.2	19.9	19.9	26.7	22.4	23.6	28.0	22.0	24.6
July-Sept.....	22.2	19.4	22.1	28.0	22.2	25.6	27.8	23.2	24.0
Oct.-Dec.....		21.2	19.8		24.6	22.7		25.6	21.8
Jan.-Mar.....		19.9	19.1		24.5	20.8		25.9	19.7
	Purchases per buying family								
	Number	Number	Number	Number	Number	Number	Number	Number	Number
Apr.-June.....	3.49	3.65	3.70	2.60	3.29	3.60	2.52	3.01	2.64
July-Sept.....	3.59	3.91	3.61	2.64	2.93	3.33	2.49	2.77	2.56
Oct.-Dec.....		3.44	3.31		2.64	2.99		2.96	2.99
Jan.-Mar.....		3.64	3.65		3.02	3.30		2.62	3.07

Table 20.--Nonfat dry milk: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains			Regional and local chains			Independent grocers			All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
Apr.-June.....	13,746	14,230	11,600	14,597	12,060	10,240	12,639	14,260	11,110	929	1,570	1,220
July-Sept.....	13,824	12,730	11,280	14,179	12,580	8,730	12,539	12,790	10,170	820	1,020	1,220
Oct.-Dec.....		11,640	11,940		14,760	10,700		13,060	10,500		850	1,160
Jan.-Mar.....		11,770	14,800		15,000	11,830		14,890	14,560		1,100	1,520
Total		50,370	49,620		54,400	41,500		55,000	46,340		4,540	5,120
	Average size of purchase											
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Apr.-June.....	25.9	22.9	24.8	23.4	19.7	20.4	22.7	18.0	19.5	21.8	22.7	25.4
July-Sept.....	24.9	22.5	25.9	23.9	21.6	21.6	22.8	18.4	21.4	24.7	21.7	23.4
Oct.-Dec.....		22.4	24.5		21.6	19.3		20.9	18.2		20.5	22.1
Jan.-Mar.....		21.7	22.0		22.1	17.8		20.7	17.1		20.5	21.6
	Average price per pound for all purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	38.7	36.2	34.2	40.8	40.0	38.4	41.8	42.9	40.3	38.2	40.3	40.0
July-Sept.....	39.0	35.9	33.2	41.6	39.3	36.4	43.6	42.4	38.9	39.6	40.6	39.4
Oct.-Dec.....		36.8	35.5		39.1	39.4		41.6	42.3		40.3	37.8
Jan.-Mar.....		36.9	36.5		39.1	40.4		41.8	44.0		39.9	41.7
	Average price per actual 1-pound unit purchases											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	34.9	32.9	32.7	39.3	36.9	36.8	39.4	38.2	39.3	38.3	38.6	39.9
July-Sept.....	34.9	32.8	31.9	39.8	37.0	34.9	41.7	37.5	36.6	38.1	39.3	39.9
Oct.-Dec.....		33.7	32.9		37.0	36.7		38.0	38.1		38.5	39.0
Jan.-Mar.....		33.9	33.4		36.7	36.4		38.7	39.0		37.5	40.1

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased											
	United States				Northeast				North Central			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	210.3	204.4	202.1	185.4	76.9	76.2	75.8	71.4	87.5	84.2	84.7	75.6
July-Sept.....	204.2	205.0	194.8	187.4	76.8	74.2	72.1	71.1	83.2	85.7	82.1	77.5
Oct.-Dec.....		224.5	223.2	214.0		82.4	83.3	79.6		91.3	92.5	90.1
Jan.-Mar.....		220.4	218.7	209.3		82.9	83.7	78.8		89.7	89.4	87.5
Total		854.3	838.8	796.1		315.7	314.9	300.9		350.9	348.7	330.7
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.0	68.2	66.8	66.1	71.5	69.7	68.2	67.7	68.2	66.5	65.0	64.1
July-Sept.....	70.3	68.7	66.9	66.1	71.8	70.3	68.6	67.7	68.4	67.2	65.1	64.1
Oct.-Dec.....		70.7	67.8	68.4		72.6	69.2	70.1		68.9	66.0	66.5
Jan.-Mar.....		70.6	67.8	67.8		72.1	69.1	69.1		68.9	66.1	65.9
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.12	1.10	1.09	1.09	1.03	1.02	1.00	1.00	1.28	1.27	1.28	1.25
July-Sept.....	1.10	1.10	1.09	1.09	1.01	1.01	1.00	1.00	1.26	1.26	1.26	1.25
Oct.-Dec.....		1.11	1.11	1.10		1.02	1.02	1.00		1.28	1.29	1.28
Jan.-Mar.....		1.11	1.10	1.09		1.03	1.02	1.00		1.27	1.26	1.27
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,272	1,260	1,251	1,174	1,714	1,729	1,720	1,669	1,858	1,824	1,829	1,679
July-Sept.....	1,231	1,269	1,216	1,178	1,697	1,681	1,659	1,635	1,767	1,864	1,796	1,715
Oct.-Dec.....		1,377	1,385	1,335		1,843	1,882	1,819		1,969	2,010	1,961
Jan.-Mar.....		1,342	1,356	1,305		1,843	1,903	1,810		1,912	1,946	1,918

Table 21.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased											
	South				Mountain-Southwest				Pacific			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.2	14.0	13.1	12.6	9.3	8.4	8.8	7.5	22.4	21.6	19.7	18.3
July-Sept.....	14.0	13.7	12.6	12.5	9.5	8.5	8.4	7.5	20.8	22.9	19.6	18.8
Oct.-Dec.....		15.8	15.7	14.8		9.8	9.3	9.0		25.1	22.4	20.5
Jan.-Mar.....		14.7	14.6	14.2		9.7	9.0	9.0		23.5	22.0	19.8
Total		58.2	56.0	54.1		36.4	35.5	33.0		93.1	83.7	77.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.1	70.2	69.2	69.1	74.8	72.6	69.8	69.1	68.0	66.5	66.0	65.1
July-Sept.....	71.9	70.6	68.7	69.2	74.1	72.9	70.3	69.2	69.3	66.5	65.8	64.7
Oct.-Dec.....		72.1	70.1	70.9		74.9	71.8	71.3		68.0	66.2	66.9
Jan.-Mar.....		72.8	69.9	69.8		75.6	71.9	72.0		68.7	66.3	67.3
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	0.90	0.89	0.87	0.84	1.04	1.04	1.02	1.07	1.07	1.04	1.02	1.05
July-Sept.....	.91	.87	.87	.85	1.06	1.06	1.03	1.05	1.04	1.05	1.04	1.04
Oct.-Dec.....		.92	.91	.87		1.03	1.04	1.04		1.09	1.05	1.02
Jan.-Mar.....		.90	.90	.87		1.01	1.03	1.02		1.07	1.04	1.03
	Purchases per 1,000 capita											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	362	358	338	333	543	499	538	461	1,322	1,347	1,235	1,150
July-Sept.....	356	354	325	332	544	526	507	445	1,221	1,373	1,242	1,189
Oct.-Dec.....		409	407	389		592	571	538		1,509	1,411	1,299
Jan.-Mar.....		378	379	365		575	533	549		1,396	1,380	1,243

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains				Regional and local chains				Independent grocers			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	44.4	41.2	41.0	37.1	66.7	62.2	58.1	52.2	66.5	68.4	70.7	67.6
July-Sept.....	41.6	40.4	40.3	36.5	64.4	63.5	55.0	53.9	66.5	68.9	69.4	66.8
Oct.-Dec.....		44.6	44.7	41.2		71.8	66.9	61.1		73.2	77.8	76.5
Jan.-Mar.....		44.8	44.4	41.9		70.9	65.3	59.9		71.9	75.2	74.4
Total		171.0	170.4	156.7		268.4	245.3	227.1		282.4	293.1	285.3
Quarter	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.8	67.5	65.6	65.0	69.6	67.9	66.2	65.4	71.5	69.3	68.1	67.3
July-Sept.....	69.7	68.0	66.1	65.1	69.8	68.4	66.5	65.4	71.6	69.8	68.2	67.1
Oct.-Dec.....		70.2	66.8	68.0		70.6	67.3	68.1		71.8	69.0	69.3
Jan.-Mar.....		69.8	66.9	66.8		70.4	67.2	67.3		71.9	69.1	68.9
Quarter	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.05	1.03	1.01	1.02	1.05	1.02	1.02	1.04	1.07	1.05	1.06	1.06
July-Sept.....	1.01	1.02	1.01	1.01	1.03	1.02	1.00	1.03	1.05	1.06	1.05	1.05
Oct.-Dec.....		1.05	1.03	.99		1.04	1.04	1.05		1.08	1.07	1.06
Jan.-Mar.....		1.04	1.03	1.00		1.03	1.03	1.03		1.08	1.06	1.07

Table 22.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods (Continued)

Quarter	Total quantity purchased							
	House-to-house				Other outlets			
	1957-58	1956-57	1955-56	1954-55	1957-58	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	12.0	9.5	9.7	9.8	20.7	23.1	22.6	18.9
July-Sept.....	12.6	10.0	7.8	10.5	19.1	22.2	22.3	19.7
Oct.-Dec.....		11.5	9.5	12.5		23.4	24.3	22.7
Jan.-Mar.....		13.1	9.5	12.4		19.8	24.3	20.7
Total		44.1	36.5	45.2		88.5	93.5	82.0
Quarter	Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	74.0	72.3	71.1	70.7	66.4	65.4	64.3	63.7
July-Sept.....	73.5	72.3	69.9	70.4	66.5	65.6	64.3	63.7
Oct.-Dec.....		73.8	71.6	71.9		66.5	65.1	64.9
Jan.-Mar.....		74.0	71.8	71.8		66.6	65.0	64.9
Quarter	Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.17	1.11	1.11	1.07	1.81	1.72	1.68	1.59
July-Sept.....	1.19	1.14	1.12	1.09	1.83	1.74	1.64	1.62
Oct.-Dec.....		1.13	1.13	1.12		1.79	1.69	1.66
Jan.-Mar.....		1.14	1.11	1.13		1.83	1.69	1.66

Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	313.8	303.4	274.4	80.7	82.4	76.2	83.9	76.9	73.4
July-Sept.....	309.1	285.1	268.4	80.3	75.1	75.3	82.7	72.6	71.3
Oct.-Dec.....		326.0	331.1		87.1	91.4		85.8	88.3
Jan.-Mar.....		317.9	332.4		85.1	89.7		81.0	87.0
Total.....		1,232.4	1,206.3		329.7	332.6		316.3	320.0
	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	26.5	24.9	26.4	28.0	26.1	27.4	27.5	25.7	27.2
July-Sept.....	26.1	25.0	26.9	27.5	26.4	28.1	27.2	25.4	27.9
Oct.-Dec.....		24.7	25.8		26.2	26.8		25.2	26.7
Jan.-Mar.....		24.4	25.7		25.8	27.2		25.4	26.5
	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.54	1.54	1.45	1.55	1.53	1.43	1.59	1.55	1.43
July-Sept.....	1.55	1.51	1.44	1.56	1.53	1.43	1.59	1.54	1.43
Oct.-Dec.....		1.56	1.49		1.58	1.50		1.59	1.47
Jan.-Mar.....		1.57	1.50		1.59	1.48		1.59	1.49
	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,899	1,878	1,737	1,799	1,871	1,783	1,780	1,660	1,629
July-Sept.....	1,863	1,779	1,687	1,775	1,727	1,732	1,756	1,588	1,576
Oct.-Dec.....		2,022	2,066		1,969	2,089		1,864	1,923
Jan.-Mar.....		1,970	2,072		1,935	2,061		1,763	1,907

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Table 23.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods (Continued)

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	71.3	64.7	53.8	38.2	37.0	32.8	39.8	42.4	38.2
July-Sept.....	70.3	64.5	53.9	37.5	35.0	31.3	38.2	37.9	36.6
Oct.-Dec.....		72.1	67.6		39.5	40.3		41.5	43.5
Jan.-Mar.....		72.3	69.3		40.0	42.3		39.5	44.1
Total.....		273.6	244.6		151.5	146.7		161.3	162.4
	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.5	24.7	26.1	25.2	23.3	25.7	24.6	22.5	24.1
July-Sept.....	24.9	24.7	26.5	24.8	24.0	25.8	24.4	22.6	24.0
Oct.-Dec.....		24.3	25.6		23.5	24.7		22.3	23.3
Jan.-Mar.....		23.9	25.4		23.4	24.2		21.3	22.8
	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.38	1.36	1.31	1.49	1.47	1.42	1.80	1.84	1.68
July-Sept.....	1.40	1.35	1.29	1.43	1.43	1.39	1.84	1.81	1.70
Oct.-Dec.....		1.39	1.34		1.50	1.43		1.84	1.77
Jan.-Mar.....		1.39	1.33		1.51	1.46		1.88	1.80
	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,815	1,664	1,418	2,237	2,255	2,011	2,352	2,664	2,398
July-Sept.....	1,795	1,664	1,425	2,157	2,129	1,864	2,243	2,396	2,318
Oct.-Dec.....		1,859	1,775		2,418	2,409		2,620	2,755
Jan.-Mar.....		1,875	1,776		2,361	2,590		2,479	2,770

Table 24.--Margarine: Household purchases, average price per pound, and average size of purchase, United States, by type of retail outlet, 13-week periods

Quarter	Total quantity purchased											
	National chains		Regional and local chains		Independent grocers					All other outlets		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	78.9	84.9	77.3	115.4	95.5	82.2	110.7	113.9	106.7	1/8.8	2/9.1	3/ 8.2
July-Sept.....	78.3	77.7	74.8	112.3	91.6	81.5	110.2	107.5	104.4	1/8.3	2/8.3	3/ 7.7
Oct.-Dec.....		88.8	92.8		107.0	103.9		121.3	125.9		2/8.9	3/ 8.5
Jan.-Mar.....		83.5	91.7		106.8	104.1		118.2	126.6		2/9.4	3/10.0
Total.....		334.9	336.6		400.9	371.7		460.9	463.6		4/35.7	5/34.4
	Average price paid per pound											
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	25.1	23.1	24.8	26.0	23.9	25.5	27.9	26.7	28.1	28.9	27.9	29.3
July-Sept.....	24.7	23.3	25.1	25.4	24.0	26.0	27.7	26.8	28.6	28.9	27.9	28.8
Oct.-Dec.....		23.0	23.8		23.8	24.9		26.4	27.9		27.7	28.7
Jan.-Mar.....		22.9	23.9		23.6	24.7		26.0	27.6		27.4	28.8
	Average size of purchase											
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.62	1.66	1.54	1.56	1.56	1.45	1.49	1.45	1.39	1.48	1.48	1.41
July-Sept.....	1.61	1.60	1.54	1.58	1.54	1.45	1.50	1.44	1.37	1.45	1.42	1.35
Oct.-Dec.....		1.68	1.60		1.58	1.51		1.48	1.41		1.43	1.39
Jan.-Mar.....		1.67	1.60		1.59	1.52		1.50	1.42		1.46	1.46

1/ Includes house-to-house purchases of 2.1 million pounds in April-June, 1.6 in July-September.

2/ Includes house-to-house purchases of 1.5 million pounds in April-June, 1.0 in July-September, 1.4 in October-December, and 1.7 million pounds in January-March.

3/ Includes house-to-house purchases of 1.7 million pounds in April-June, 1.4 in July-September, 2.0 in October-December, and 2.2 million pounds in January-March.

4/ Includes house-to-house purchases of 5.6 million pounds.

5/ Includes house-to-house purchases of 7.3 million pounds.

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OFFICIAL BUSINESS

Penalty for private use to avoid
payment of postage \$300

U. S. DEPARTMENT OF AGRICULTURE
Washington 25, D. C.